

EPA Fuel Economy Label Choice Models

Gasoline Vehicle Label Compared With Electric Vehicle Label
(Correct Answer=1, Incorrect Answer=0)

Independent Variables	Coefficient (z-statistic)	Odds Ratio	Coefficient (z-statistic)	Odds Ratio
Constant	0.285 (0.400)	1.330	-0.021 (0.030)	0.979
Label 1 Dummy Variable	0.181 (1.760)	1.198	-0.710 (5.65)**	0.492
Label 2 Dummy Variable	0.314 (2.90)**	1.369	-0.312 (2.30)*	0.732
City Miles Share of Miles (e.g., 1-100)	-0.004 (1.790)	0.996	-0.002 (0.610)	0.998
Age 18-24	-0.609 (1.880)	0.544	-0.258 (0.690)	0.773
Age 25-34	-0.238 (1.150)	0.788	-0.190 (0.730)	0.827
Age 35-44	-0.090 (0.440)	0.914	-0.237 (0.920)	0.789
Age 45-54	0.222 (1.130)	1.249	-0.367 (1.490)	0.693
Age 55-64	0.048 (0.250)	1.049	0.102 (0.410)	1.107
Less than High School	-1.021 (1.330)	0.360	-0.824 (1.030)	0.439
High School	-0.654 (3.52)**	0.520	-0.491 (2.31)*	0.612
Some College	-0.221 (1.800)	0.802	-0.341 (2.24)*	0.711
College	0.027 (0.240)	1.027	-0.237 (1.710)	0.789
Household Income Less Than \$15k	-0.319 (0.690)	0.727	0.147 (0.290)	1.158
Household Income \$15-\$25k	-0.640 (1.380)	0.527	-0.717 (1.620)	0.488
Household Income \$25-\$50k	0.039 (0.190)	1.040	0.008 (0.030)	1.008
Household Income \$50-\$75k	0.140 (0.880)	1.150	0.343 (1.760)	1.409
Household Income \$75-\$100k	0.252 (1.820)	1.287	0.176 (1.070)	1.192
Household Income \$100-\$125k	0.063 (0.450)	1.065	0.353 (2.11)*	1.423
Household Income \$125-\$150k	0.192 (1.230)	1.212	0.391 (2.03)*	1.478

<u>Comparison of the Labels for two Dual Fuel Plug-in Hybrid Electric Vehicles</u>				<u>Dual Fuel PHEV Vehicle Label Compared With an Electric Vehicle Label</u>				Advanced (Vehicle A)
(Correct Answer=1, Incorrect Answer=0) Correctly identified vehicle A, a <u>Dual Fuel PHEV</u> as the better vehicle for a <u>20-mile</u> round-trip compared to vehicle B, also a Dual Fuel PHEV. (Question 10)		Correctly identified vehicle B, a Dual Fuel PHEV as the better vehicle for a <u>120-mile</u> round-trip compared to vehicle B, also a Dual Fuel PHEV.		Correctly identified vehicle B, an Electric Vehicle as better for <u>30-mile</u> round-trip compared to vehicle A, a Dual Fuel Extended Range Electric Vehicle. (Question 12)		Correctly identified vehicle A, a <u>Dual Fuel Extended Range Electric Vehicle</u> as better for <u>120-mile</u> round-trip compared to vehicle B, an Electric Vehicle.		Selected Gas over Dual Fu Range Elect (Questio
Coefficient (z-statistic)	Odds Ratio	Coefficient (z-statistic)	Odds Ratio	Coefficient (z-statistic)	Odds Ratio	Coefficient (z-statistic)	Odds Ratio	Coefficient (z-statistic)
-0.795 (1.150)	0.452	-1.091 (1.560)	0.336	0.124 (0.170)	1.132	-0.517 (0.740)	0.596	0.748 (1.000)
-0.327 (3.22)**	0.721	-0.052 (0.510)	0.949	-0.122 (1.190)	0.885	0.090 (0.870)	1.094	0.370 (3.25)**
0.254 (2.40)*	1.289	0.272 (2.52)*	1.313	0.281 (2.55)*	1.324	0.469 (4.34)**	1.598	-0.176 (1.550)
0.001 (0.390)	1.001	-0.001 (0.570)	0.999	0.001 (0.680)	1.001	-0.003 (1.280)	0.997	-0.007 (2.94)**
0.033 (0.100)	1.034	0.421 (1.340)	1.523	-0.289 (0.900)	0.749	-0.390 (1.220)	0.677	-0.412 (1.240)
0.205 (1.000)	1.228	0.324 (1.570)	1.383	-0.207 (0.970)	0.813	-0.377 (1.810)	0.686	-0.384 (1.710)
0.004 (0.020)	1.004	0.114 (0.550)	1.121	-0.171 (0.800)	0.843	-0.291 (1.400)	0.748	-0.252 (1.120)
0.008 (0.040)	1.008	0.143 (0.730)	1.154	-0.358 (1.760)	0.699	-0.127 (0.640)	0.881	0.081 (0.370)
0.076 (0.410)	1.079	0.368 (1.940)	1.445	-0.153 (0.770)	0.858	-0.141 (0.740)	0.868	0.081 (0.390)
-0.116 (0.150)	0.890	-0.530 (0.700)	0.589	-0.762 (0.970)	0.467	-0.749 (0.980)	0.473	-0.624 (0.800)
-0.192 (1.060)	0.825	0.141 (0.780)	1.151	0.054 (0.290)	1.055	-0.595 (3.20)**	0.552	-0.036 (0.180)
-0.115 (0.950)	0.891	0.094 (0.770)	1.099	-0.124 (1.000)	0.883	-0.233 (1.910)	0.792	-0.073 (0.540)
-0.062 (0.570)	0.940	0.029 (0.260)	1.029	0.039 (0.350)	1.040	-0.024 (0.220)	0.976	-0.055 (0.460)
0.186 (0.440)	1.204	-0.409 (0.920)	0.664	-1.054 (2.41)*	0.349	-0.394 (0.890)	0.674	0.825 (1.480)
-1.315 (2.69)**	0.268	-0.093 (0.230)	0.911	-0.867 (2.13)*	0.420	-0.315 (0.760)	0.730	-0.095 (0.230)
-0.166 (0.830)	0.847	-0.026 (0.130)	0.974	-0.188 (0.930)	0.829	-0.320 (1.540)	0.726	0.150 (0.690)
0.041 (0.260)	1.042	-0.024 (0.150)	0.976	0.091 (0.560)	1.095	-0.129 (0.810)	0.879	0.167 (0.980)
-0.078 (0.570)	0.925	0.029 (0.210)	1.029	-0.048 (0.350)	0.953	0.047 (0.340)	1.048	0.017 (0.110)
0.094 (0.690)	1.099	0.188 (1.360)	1.207	-0.050 (0.360)	0.951	-0.003 (0.020)	0.997	0.189 (1.250)
0.161 (1.060)	1.175	0.038 (0.250)	1.039	0.044 (0.280)	1.045	-0.024 (0.150)	0.976	-0.039 (0.240)

Traditional Technology Vehicle Choice Models (Vehicle A Selected=1, Vehicle B Selected=0)		Advanced Technology Vehicle Choice Models (Vehicle A Selected=1, Vehicle B Selected=0)	
<u>Gasoline Vehicle</u> <u>Selected Extended Range Electric Vehicle</u> <u>on 15</u>	<u>Selected Gasoline Vehicle over Electric Vehicle</u> (Question 16)	<u>Selected Dual Fuel</u> <u>Extended Range Electric Vehicle over Electric Vehicle</u> (Question 17)	<u>Selected Dual Fuel</u> <u>Extended Range Electric Vehicle over Electric Vehicle</u> (Question 18)
		Coefficient (z-statistic)	Odds Ratio
Odds Ratio	Coefficient (z-statistic)	Odds Ratio	Coefficient (z-statistic)
2.113	1.520 (2.15)*	4.572	1.048 (1.520)
1.448	-0.050 (0.450)	0.951	0.115 (1.130)
0.839	0.336 (2.95)**	1.399	0.413 (3.84)**
0.993	-0.003 (1.200)	0.997	0.000 (0.160)
0.662	-0.534 (1.580)	0.586	-0.087 (0.280)
0.681	-0.810 (3.75)**	0.445	-0.529 (2.56)*
0.777	-0.478 (2.25)*	0.620	-0.424 (2.06)*
1.084	-0.443 (2.21)*	0.642	-0.169 (0.870)
1.084	-0.493 (2.55)*	0.611	-0.258 (1.370)
0.536	0.229 (0.280)	1.257	-0.278 (0.380)
0.965	0.057 (0.290)	1.059	-0.180 (0.980)
0.930	0.053 (0.400)	1.054	-0.112 (0.910)
0.946	0.095 (0.800)	1.100	0.089 (0.810)
2.282	0.027 (0.060)	1.027	-0.800 (1.750)
0.909	-0.317 (0.680)	0.728	0.240 (0.590)
1.162	-0.281 (1.240)	0.755	-0.137 (0.670)
1.182	-0.103 (0.600)	0.902	-0.078 (0.490)
1.017	0.079 (0.540)	1.082	-0.028 (0.210)
1.208	0.126 (0.860)	1.134	0.056 (0.410)
0.962	0.055 (0.340)	1.057	0.036 (0.240)
			1.037

EPA Fuel Economy Label Choice Models

Pooled Under
Quest
(Q8-C)

Independent Variables	Coefficient (z-statistic)
Constant	Constant
Label 1 Dummy Variable label1	-0.288 (1.030)
Label 2 Dummy Variable label2	-0.120 (2.91)**
City Miles Share of Miles (e.g., 1-100) city_perc_drive	0.231 (5.28)**
Age 18-24 age1824	-0.001 (1.250)
Age 25-34 age2534	-0.161 (1.260)
Age 35-44 age3544	-0.069 (0.820)
Age 45-54 age4554	-0.099 (1.180)
Age 55-64 age5564	-0.062 (0.770)
Less than High School lessthanHS	0.037 (0.480)
High School highschool	-0.624 (2.06)*
Some College somecollege	-0.253 (3.48)**
College college	-0.138 (2.78)**
Household Income Less Than \$15k hhinclt15k	-0.027 (0.590)
Household Income \$15-\$25k hhinc15_25k	-0.298 (1.700)
Household Income \$25-\$50k hhinc25_50k	-0.578 (3.45)**
Household Income \$50-\$75k hhinc50_75k	-0.111 (1.360)
Household Income \$75-\$100k hhinc75_100k	0.055 (0.860)
Household Income \$100-\$125k hhinc100_125k	0.050 (0.910)
Household Income \$125-\$150k hhinc125_150k	0.087 (1.550)

erstanding
ions
(13)

Odds Ratio
0.750
0.887
1.260
0.999
0.851
0.933
0.906
0.940
1.038
0.536
0.776
0.871
0.973
0.742
0.561
0.895
1.057
1.051
1.091
1.119

Household Size=1	-0.460 (0.780)	0.631	0.676 (0.990)	1.966
Household Size=2	-0.355 (0.770)	0.701	-0.045 (0.090)	0.956
Household Size=3	-0.155 (0.340)	0.856	0.341 (0.720)	1.406
Household Size=4	-0.343 (0.750)	0.710	0.278 (0.590)	1.320
Household Size=5	-0.306 (0.660)	0.736	0.355 (0.740)	1.426
Household Size=6	-0.409 (0.790)	0.664	0.967 (1.650)	2.630
Household Vehicles=1	-0.275 (0.690)	0.760	-0.612 (1.270)	0.542
Household Vehicles=2	-0.504 (2.21)*	0.604	-0.142 (0.530)	0.868
Household Vehicles=3	-0.456 (2.04)*	0.634	-0.125 (0.480)	0.882
Household Vehicles=4	-0.397 (1.630)	0.672	-0.233 (0.840)	0.792
Licensed Drivers in Household=1	1.421 (2.63)**	4.141	1.510 (2.31)*	4.527
Licensed Drivers in Household=2	1.158 (3.09)**	3.184	1.032 (2.57)*	2.807
Licensed Drivers in Household=3	1.237 (3.35)**	3.445	0.956 (2.43)*	2.601
Licensed Drivers in Household=4	1.207 (3.20)**	3.343	0.826 (2.07)*	2.284
Male	0.391 (4.22)**	1.478	0.445 (3.88)**	1.560

0.467 (0.820)	1.595	-0.422 (0.730)	0.656	-0.161 (0.270)	0.851	-0.387 (0.670)	0.679	0.097 (0.160)
0.189 (0.420)	1.208	-0.055 (0.120)	0.946	-0.385 (0.820)	0.680	-0.540 (1.190)	0.583	0.064 (0.140)
0.330 (0.730)	1.391	-0.045 (0.100)	0.956	-0.295 (0.640)	0.745	-0.374 (0.840)	0.688	0.091 (0.190)
0.307 (0.680)	1.359	0.070 (0.160)	1.073	-0.268 (0.580)	0.765	-0.304 (0.680)	0.738	-0.023 (0.050)
0.353 (0.780)	1.423	0.141 (0.320)	1.151	-0.475 (1.010)	0.622	-0.404 (0.890)	0.668	0.407 (0.860)
0.450 (0.880)	1.568	-0.107 (0.210)	0.899	0.118 (0.220)	1.125	-0.550 (1.080)	0.577	-0.248 (0.470)
-0.323 (0.830)	0.724	-0.078 (0.200)	0.925	-0.157 (0.390)	0.855	-0.382 (0.970)	0.682	0.750 (1.720)
-0.209 (0.960)	0.811	-0.240 (1.080)	0.787	-0.436 (1.880)	0.647	-0.250 (1.120)	0.779	0.255 (1.060)
-0.263 (1.220)	0.769	-0.236 (1.080)	0.790	-0.331 (1.450)	0.718	-0.272 (1.250)	0.762	0.076 (0.320)
-0.351 (1.500)	0.704	-0.118 (0.500)	0.889	-0.135 (0.550)	0.874	-0.280 (1.180)	0.756	0.090 (0.350)
0.128 (0.250)	1.137	0.532 (1.000)	1.702	-0.029 (0.050)	0.971	1.313 (2.46)*	3.717	0.292 (0.530)
-0.206 (0.580)	0.814	0.276 (0.760)	1.318	0.326 (0.870)	1.385	0.957 (2.57)*	2.604	0.509 (1.350)
-0.363 (1.030)	0.696	0.213 (0.600)	1.237	0.472 (1.290)	1.603	0.998 (2.72)**	2.713	0.788 (2.13)*
-0.273 (0.760)	0.761	-0.175 (0.480)	0.839	0.011 (0.030)	1.011	0.712 (1.900)	2.038	0.562 (1.490)
0.279 (3.08)**	1.322	0.511 (5.56)**	1.667	0.482 (5.15)**	1.619	0.413 (4.50)**	1.511	0.181 (1.810)

1.102	0.280 (0.470)	1.323	0.259 (0.460)	1.296	0.519 (0.880)	1.680
1.066	0.032 (0.070)	1.033	-0.064 (0.140)	0.938	0.412 (0.870)	1.510
1.095	0.103 (0.220)	1.108	0.031 (0.070)	1.031	0.453 (0.970)	1.573
0.977	-0.021 (0.040)	0.979	-0.145 (0.330)	0.865	0.231 (0.490)	1.260
1.502	0.177 (0.370)	1.194	0.066 (0.150)	1.068	0.001 0.000	1.001
0.780	-0.373 (0.680)	0.689	-0.331 (0.650)	0.718	0.539 (1.020)	1.714
2.117	0.315 (0.790)	1.370	-0.855 (2.12)*	0.425	-0.495 (1.150)	0.610
1.290	-0.212 (0.920)	0.809	-0.474 (2.15)*	0.623	0.034 (0.140)	1.035
1.079	-0.264 (1.170)	0.768	-0.396 (1.830)	0.673	0.192 (0.830)	1.212
1.094	-0.240 (0.970)	0.787	-0.396 (1.680)	0.673	-0.091 (0.360)	0.913
1.339	-0.230 (0.420)	0.795	0.654 (1.250)	1.923	-0.064 (0.120)	0.938
1.664	-0.081 (0.210)	0.922	0.263 (0.730)	1.301	-0.523 (1.380)	0.593
2.199	-0.076 (0.210)	0.927	0.316 (0.900)	1.372	-0.333 (0.900)	0.717
1.754	0.046 (0.120)	1.047	0.136 (0.380)	1.146	-0.382 (1.000)	0.682
1.198	0.220 (2.26)*	1.246	0.200 (2.19)*	1.221	-0.089 (0.920)	0.915

Household Size=1 hhsiz1	-0.074 (0.320)
Household Size=2 hhsiz2	-0.183 (1.010)
Household Size=3 hhsiz3	-0.038 (0.220)
Household Size=4 hhsiz4	-0.048 (0.270)
Household Size=5 hhsiz5	-0.063 (0.350)
Household Size=6 hhsiz6	0.020 (0.100)
Household Vehicles=1 hhvehicles1	-0.265 (1.660)
Household Vehicles=2 hhvehicles2	-0.284 (3.13)**
Household Vehicles=3 hhvehicles3	-0.269 (3.03)**
Household Vehicles=4 hhvehicles4	-0.240 (2.49)*
Licensed Drivers in Household=1 licdrivers1	0.706 (3.32)**
Licensed Drivers in Household=2 licdrivers2	0.529 (3.63)**
Licensed Drivers in Household=3 licdrivers3	0.523 (3.66)**
Licensed Drivers in Household=4 licdrivers4	0.340 (2.33)*
Male gender	0.388 (10.42)**

0.929

0.833

0.963

0.953

0.939

1.020

0.767

0.753

0.764

0.787

2.026

1.697

1.687

1.405

1.474

Daily Miles Driven, Less than 20	-0.301 (0.990)	0.740	0.161 (0.450)	1.175
Daily Miles Driven, 20-30	-0.330 (1.070)	0.719	0.098 (0.270)	1.103
Daily Miles Driven, 31-40	-0.527 (1.700)	0.590	0.074 (0.200)	1.077
Daily Miles Driven, 41-50	-0.128 (0.400)	0.880	0.191 (0.510)	1.210
Daily Miles Driven, 51-60	-0.314 (0.960)	0.731	0.353 (0.900)	1.423
Daily Miles Driven, 61-70	-0.672 (1.860)	0.511	-0.269 (0.650)	0.764
Daily Miles Driven, 71-80	-0.664 (1.760)	0.515	0.273 (0.590)	1.314
Daily Miles Driven, 81-90	-0.454 (1.040)	0.635	-1.025 (2.16)*	0.359
Daily Miles Driven, 91-100	-0.207 (0.510)	0.813	0.271 (0.540)	1.311

0.124 (0.430)	1.132	-0.005 (0.020)	0.995	-0.170 (0.560)	0.844	-0.104 (0.350)	0.901	-0.781 (2.14)*
0.177 (0.600)	1.194	-0.104 (0.350)	0.901	-0.244 (0.790)	0.783	-0.207 (0.690)	0.813	-0.497 (1.350)
0.106 (0.350)	1.112	-0.140 (0.470)	0.869	-0.213 (0.680)	0.808	-0.335 (1.110)	0.715	-0.588 (1.580)
0.029 (0.090)	1.029	-0.291 (0.940)	0.748	-0.156 (0.490)	0.856	-0.256 (0.820)	0.774	-0.512 (1.340)
0.145 (0.460)	1.156	-0.245 (0.780)	0.783	-0.213 (0.650)	0.808	-0.209 (0.660)	0.811	-0.478 (1.230)
0.253 (0.730)	1.288	-0.123 (0.350)	0.884	-0.311 (0.860)	0.733	-0.376 (1.060)	0.687	-0.053 (0.120)
0.005 (0.010)	1.005	-0.351 (0.960)	0.704	-0.256 (0.670)	0.774	-0.002 (0.010)	0.998	-0.438 (0.980)
0.161 (0.380)	1.175	0.211 (0.490)	1.235	-0.323 (0.750)	0.724	-0.250 (0.580)	0.779	0.009 (0.020)
-0.069 (0.180)	0.933	-0.393 (1.000)	0.675	-0.602 (1.510)	0.548	-0.842 (2.07)*	0.431	-0.142 (0.290)

0.458	-1.177 (3.98)**	0.308	-1.264 (4.09)**	0.283	0.293 (0.850)	1.340
0.608	-0.909 (3.05)**	0.403	-0.960 (3.08)**	0.383	0.366 (1.060)	1.442
0.555	-1.174 (3.86)**	0.309	-1.101 (3.49)**	0.333	0.316 (0.900)	1.372
0.599	-1.162 (3.68)**	0.313	-1.340 (4.12)**	0.262	0.550 (1.540)	1.733
0.620	-1.130 (3.52)**	0.323	-0.943 (2.86)**	0.389	0.521 (1.430)	1.684
0.948	-1.425 (3.86)**	0.241	-1.290 (3.52)**	0.275	0.456 (1.140)	1.578
0.645	-0.859 (2.30)*	0.424	-0.640 (1.690)	0.527	0.210 (0.490)	1.234
1.009	-0.200 (0.480)	0.819	-0.824 (1.910)	0.439	0.719 (1.540)	2.052
0.868	-0.497 (1.270)	0.608	-0.343 (0.850)	0.710	-0.234 (0.490)	0.791

Daily Miles Driven, Less than 20 milesLT20	-0.060 (0.500)
Daily Miles Driven, 20-30 miles21_30	-0.107 (0.880)
Daily Miles Driven, 31-40 miles31_40	-0.180 (1.460)
Daily Miles Driven, 41-50 miles41_50	-0.113 (0.890)
Daily Miles Driven, 51-60 miles51_60	-0.103 (0.800)
Daily Miles Driven, 61-70 miles61_70	-0.242 (1.690)
Daily Miles Driven, 71-80 miles71_80	-0.183 (1.220)
Daily Miles Driven, 81-90 miles81_90	-0.254 (1.470)
Daily Miles Driven, 91-100 miles91_100	-0.317 (1.98)*

0.942

0.899

0.835

0.893

0.902

0.785

0.833

0.776

0.728

Importance of Fuel Economy=2	-0.273 (0.590)	0.761	0.421 (0.820)	1.523
Importance of Fuel Economy=3	-0.732 (1.680)	0.481	0.064 (0.130)	1.066
Importance of Fuel Economy=4	-0.575 (1.400)	0.563	0.444 (0.980)	1.559
Importance of Fuel Economy=5	-0.432 (1.050)	0.649	0.483 (1.060)	1.621
Importance of Fuel Economy=6	-0.650 (1.550)	0.522	0.504 (1.080)	1.655
Importance of Fuel Economy=7	-0.856 (2.00)*	0.425	0.226 (0.470)	1.254
Importance of Fuel Economy Label=2	0.214 (0.740)	1.239	0.145 (0.410)	1.156
Importance of Fuel Economy Label=3	0.142 (0.520)	1.153	-0.072 (0.220)	0.931
Importance of Fuel Economy Label=4	-0.049 (0.190)	0.952	-0.228 (0.740)	0.796
Importance of Fuel Economy Label=5	0.048 (0.190)	1.049	-0.016 (0.050)	0.984
Importance of Fuel Economy Label=6	0.128 (0.480)	1.137	0.213 (0.660)	1.237
Importance of Fuel Economy Label=7	-0.042 (0.150)	0.959	0.282 (0.820)	1.326

0.446 (0.980)	1.562	0.662 (1.440)	1.939	0.606 (1.340)	1.833	-0.185 (0.410)	0.831	-0.819 (1.700)
0.349 (0.810)	1.418	0.450 (1.040)	1.568	0.064 (0.150)	1.066	-0.367 (0.870)	0.693	0.060 (0.130)
0.382 (0.950)	1.465	0.493 (1.210)	1.637	0.188 (0.480)	1.207	-0.280 (0.710)	0.756	0.142 (0.330)
0.307 (0.760)	1.359	0.679 (1.660)	1.972	0.323 (0.810)	1.381	-0.043 (0.110)	0.958	0.264 (0.600)
0.473 (1.150)	1.605	0.574 (1.380)	1.775	0.554 (1.370)	1.740	-0.163 (0.400)	0.850	0.443 (0.990)
0.295 (0.700)	1.343	0.563 (1.320)	1.756	0.366 (0.880)	1.442	-0.214 (0.520)	0.807	0.322 (0.700)
0.313 (1.100)	1.368	-0.141 (0.490)	0.868	0.217 (0.760)	1.242	0.038 (0.130)	1.039	0.112 (0.350)
-0.071 (0.270)	0.931	-0.162 (0.600)	0.850	0.454 (1.700)	1.575	0.114 (0.430)	1.121	-0.167 (0.560)
-0.142 (0.560)	0.868	-0.245 (0.950)	0.783	0.366 (1.440)	1.442	0.083 (0.330)	1.087	-0.503 (1.760)
-0.102 (0.400)	0.903	-0.262 (1.010)	0.770	0.266 (1.040)	1.305	-0.135 (0.530)	0.874	-0.490 (1.700)
-0.040 (0.150)	0.961	-0.147 (0.550)	0.863	0.192 (0.720)	1.212	-0.151 (0.570)	0.860	-0.485 (1.610)
0.020 (0.070)	1.020	-0.277 (0.980)	0.758	0.377 (1.340)	1.458	-0.223 (0.790)	0.800	-0.602 (1.910)

0.441	-0.493 (1.090)	0.611	-0.310 (0.690)	0.733	0.471 (1.010)	1.602
1.062	-0.282 (0.660)	0.754	-0.042 (0.100)	0.959	0.063 (0.140)	1.065
1.153	-0.362 (0.910)	0.696	-0.330 (0.840)	0.719	0.316 (0.750)	1.372
1.302	-0.556 (1.390)	0.573	-0.467 (1.180)	0.627	0.088 (0.210)	1.092
1.557	-0.653 (1.600)	0.520	-0.397 (0.990)	0.672	0.006 (0.010)	1.006
1.380	-0.642 (1.530)	0.526	-0.675 (1.630)	0.509	0.189 (0.430)	1.208
1.119	-0.498 (1.690)	0.608	-0.146 (0.510)	0.864	0.234 (0.790)	1.264
0.846	-0.372 (1.380)	0.689	-0.169 (0.630)	0.845	-0.061 (0.220)	0.941
0.605	-0.443 (1.720)	0.642	0.155 (0.610)	1.168	-0.105 (0.400)	0.900
0.613	-0.396 (1.530)	0.673	0.075 (0.290)	1.078	0.082 (0.310)	1.085
0.616	-0.532 (1.96)*	0.587	-0.080 (0.300)	0.923	-0.025 (0.090)	0.975
0.548	-0.701 (2.40)*	0.496	-0.069 (0.240)	0.933	-0.030 (0.100)	0.970

Importance of Fuel Economy=2 fuelecon2	0.249 (1.370)
Importance of Fuel Economy=3 fuelecon3	-0.038 (0.220)
Importance of Fuel Economy=4 fuelecon4	0.082 (0.510)
Importance of Fuel Economy=5 fuelecon5	0.186 (1.150)
Importance of Fuel Economy=6 fuelecon6	0.182 (1.110)
Importance of Fuel Economy=7 fuelecon7	0.051 (0.300)
Importance of Fuel Economy Label=2 labelimport2	0.124 (1.070)
Importance of Fuel Economy Label=3 labelimport3	0.068 (0.630)
Importance of Fuel Economy Label=4 labelimport4	-0.022 (0.210)
Importance of Fuel Economy Label=5 labelimport5	-0.031 (0.300)
Importance of Fuel Economy Label=6 labelimport6	0.022 (0.200)
Importance of Fuel Economy Label=7 labelimport7	0.009 (0.080)

1.283

0.963

1.085

1.204

1.200

1.052

1.132

1.070

0.978

0.969

1.022

1.009

Vehicles considered=Sports Car	-0.322 (2.30)*	0.725	-0.067 (0.400)	0.935
Vehicles considered=Subcompact Car	0.422 (2.23)*	1.525	-0.053 (0.230)	0.948
Vehicles considered=Compact Car	0.276 (2.24)*	1.318	0.334 (2.16)*	1.397
Vehicles considered=Midsized Car	0.096 (1.020)	1.101	0.162 (1.420)	1.176
Vehicles considered=Large Car	0.161 (1.070)	1.175	-0.011 (0.060)	0.989
Vehicles considered=Station Wagon	-0.274 (1.310)	0.760	-0.386 (1.600)	0.680
Vehicles considered=SUV	-0.079 (0.820)	0.924	0.108 (0.930)	1.114
Vehicles considered=Crossover	0.416 (3.98)**	1.516	0.037 (0.290)	1.038
Vehicles considered=Pickup Truck	-0.064 (0.440)	0.938	0.003 (0.020)	1.003
Vehicles considered=Mini-Van	0.188 (1.170)	1.207	0.158 (0.800)	1.171
Vehicles considered=Van	-0.817 (1.880)	0.442	-1.065 (2.38)*	0.345
Vehicles considered=Other	0.841 (2.86)**	2.319	0.707 (1.750)	2.028

-0.187 (1.350)	0.829	-0.154 (1.120)	0.857	-0.020 (0.140)	0.980	-0.102 (0.730)	0.903	0.035 (0.240)
0.020 (0.110)	1.020	-0.069 (0.370)	0.933	0.043 (0.220)	1.044	0.388	1.474	0.067 (0.330)
0.212 (1.780)	1.236	0.218 (1.800)	1.244	0.253 (2.03)*	1.288	0.313	1.368	-0.087 (0.660)
0.051 (0.550)	1.052	0.001 (0.010)	1.001	0.166 (1.760)	1.181	0.259	1.296	-0.104 (1.040)
0.131 (0.900)	1.140	0.114 (0.770)	1.121	-0.208 (1.400)	0.812	-0.024 (0.160)	0.976	0.022 (0.140)
0.265 (1.290)	1.303	0.673 (2.96)**	1.960	0.368 (1.660)	1.445	0.059 (0.280)	1.061	0.347 (1.440)
0.048 (0.510)	1.049	0.111 (1.160)	1.117	0.027 (0.280)	1.027	0.176 (1.820)	1.192	0.032 (0.310)
0.042 (0.410)	1.043	0.030 (0.290)	1.030	0.026 (0.250)	1.026	0.384 (3.69)**	1.468	0.062 (0.550)
0.041 (0.290)	1.042	-0.036 (0.250)	0.965	0.275 (1.860)	1.317	0.159 (1.100)	1.172	0.110 (0.700)
0.069 (0.440)	1.071	0.057 (0.360)	1.059	0.039 (0.240)	1.040	0.382 (2.37)*	1.465	-0.195 (1.150)
-0.118 (0.280)	0.889	0.797 (1.740)	2.219	-0.011 (0.030)	0.989	-1.057 (2.31)*	0.347	0.061 (0.140)
-0.277 (0.980)	0.758	-0.135 (0.490)	0.874	0.548 (1.830)	1.730	0.230 (0.820)	1.259	-0.321 (1.120)

1.036	-0.013 (0.090)	0.987	-0.068 (0.490)	0.934	0.104 (0.730)	1.110
1.069	0.114 (0.580)	1.121	0.126 (0.680)	1.134	-0.269 (1.360)	0.764
0.917	0.104 (0.800)	1.110	0.145 (1.200)	1.156	0.155 (1.220)	1.168
0.901	0.072 (0.720)	1.075	0.039 (0.420)	1.040	0.055 (0.570)	1.057
1.022	0.165 (1.070)	1.179	0.033 (0.230)	1.034	-0.142 (0.890)	0.868
1.415	0.078 (0.350)	1.081	0.063 (0.300)	1.065	-0.394 (1.640)	0.674
1.033	0.086 (0.840)	1.090	0.036 (0.380)	1.037	0.054 (0.540)	1.055
1.064	0.232 (2.11)*	1.261	0.396 (3.85)**	1.486	-0.140 (1.260)	0.869
1.116	0.120 (0.800)	1.127	0.073 (0.510)	1.076	-0.011 (0.070)	0.989
0.823	0.245 (1.470)	1.278	0.125 (0.790)	1.133	-0.088 (0.510)	0.916
1.063	-0.210 (0.460)	0.811	-0.152 (0.360)	0.859	0.322 (0.780)	1.380
0.725	-0.308 (0.950)	0.735	0.023 (0.080)	1.023	0.461 (1.650)	1.586

Vehicles considered=Sports Car sportscar	-0.134 (2.41)*
Vehicles considered=Subcompact Car subcompact	0.119 (1.570)
Vehicles considered=Compact Car compact	0.245 (4.95)**
Vehicles considered=Midsized Car midsized	0.112 (2.97)**
Vehicles considered=Large Car largecar	0.031 (0.520)
Vehicles considered=Station Wagon stationwag	0.118 (1.370)
Vehicles considered=SUV suv	0.059 (1.520)
Vehicles considered=Crossover crossover	0.153 (3.63)**
Vehicles considered=Pickup Truck pickuptruck	0.059 (1.010)
Vehicles considered=Mini-Van minivan	0.137 (2.12)*
Vehicles considered=Van van	-0.340 (2.04)*
Vehicles considered=Other other_veh	0.254 (2.23)*

0.875

1.126

1.278

1.119

1.031

1.125

1.061

1.165

1.061

1.147

0.712

1.289

Early Adopter=2 (1 is first to adopt)	-0.274 (1.310)	0.760	0.077 (0.310)	1.080
Early Adopter=3 (1 is first to adopt)	0.076 (0.380)	1.079	0.262 (1.090)	1.300
Early Adopter=4 (1 is first to adopt)	0.119 (0.600)	1.126	-0.063 (0.270)	0.939
Early Adopter=5 (1 is first to adopt)	-0.014 (0.070)	0.986	-0.037 (0.150)	0.964
Early Adopter=6 (1 is first to adopt)	0.019 (0.080)	1.019	0.006 (0.020)	1.006
Early Adopter=7 (1 is first to adopt)	-0.307 (1.050)	0.736	-0.586 (1.820)	0.557

Observations

2383

2359

Absolute value of z statistics in parentheses

* significant at 5%; ** significant at 1%

+ significant at 10%; ** significant at 5%; * significant at 1%

For the Understanding Questions, Correct Answer=1, Incorrect Answer=0 and "Both are equally good"=0. I.e., "Both are equally good" is treated as incorrect answer.

0.124 (0.610)	1.132	0.348 (1.690)	1.416	0.060 (0.280)	1.062	0.461 (2.19)*	1.586	0.320 (1.490)
0.306 (1.550)	1.358	0.641 (3.24)**	1.898	0.084 (0.420)	1.088	0.572 (2.84)**	1.772	0.080 (0.390)
0.123 (0.630)	1.131	0.423 (2.18)*	1.527	0.072 (0.360)	1.075	0.528 (2.66)**	1.696	0.575 (2.82)**
0.176 (0.880)	1.192	0.460 (2.31)*	1.584	0.023 (0.110)	1.023	0.512 (2.51)*	1.669	0.349 (1.670)
0.053 (0.240)	1.054	0.375 (1.670)	1.455	-0.102 (0.450)	0.903	0.389 (1.700)	1.476	0.796 (3.24)**
-0.182 (0.620)	0.834	0.001 0.000	1.001	-0.108 (0.370)	0.898	0.331 (1.130)	1.392	0.103 (0.340)
	2390		2377		2399		2379	240

Answer=1, Incorrect Answer=0 and "Both are equally good"=0. I.e., "Both are equally good" is treated as incorrect answer.

For the Understanding Questions, Correct Answer=1, Incorrect Answer=0 and "Both are equally good"=0. I.e., B=0 and "Both are equally good" is treated as incorrect answer. For the Influe was randomly

1.377	0.202 (0.900)	1.224	0.344 (1.630)	1.411	0.064 (0.300)	1.066
1.083	0.003 (0.010)	1.003	0.289 (1.430)	1.335	-0.125 (0.610)	0.882
1.777	0.260 (1.230)	1.297	0.477 (2.39)*	1.611	-0.229 (1.130)	0.795
1.418	0.104 (0.480)	1.110	0.266 (1.300)	1.305	-0.229 (1.100)	0.795
2.217	0.077 (0.310)	1.080	0.349 (1.520)	1.418	-0.208 (0.880)	0.812
1.108	0.462 (1.520)	1.587	0.213 (0.730)	1.237	0.158 (0.540)	1.171
)5		2405		2401		2405

nce Questions, Vehicle A=1, Vehicle B=0 and "Equally likely to purchase either vehicle" was randomly assigned to A or B.

For the Influence Questions, Vehicle A=1, Vehicle B=0 and "Equally likely to purchase either vehicle" was randomly assigned to A or B.

Early Adopter=2 (1 is first to adopt) earlyadopter2	0.121 (1.460)
Early Adopter=3 (1 is first to adopt) earlyadopter3	0.300 (3.76)**
Early Adopter=4 (1 is first to adopt) earlyadopter4	0.195 (2.48)*
Early Adopter=5 (1 is first to adopt) earlyadopter5	0.182 (2.25)*
Early Adopter=6 (1 is first to adopt) earlyadopter6	0.120 (1.320)
Early Adopter=7 (1 is first to adopt) earlyadopter7	-0.117 (1.000)

ObservationsObservations

142

Absolute value of z statistics in parentheses

Absolute value of z statistics in parentheses

* significant at 5%; ** significant at 1%

* significant at 5%; ** significant at 1%

+ significant at 10%; ** significant at 5%; * significant at 1%

For the Understanding Questions, Correct Answer=1, Incorrect Answer=0 and "Both are equally good"=0. I.e., "Both are equally go incorrect answer.

1.129

1.350

1.215

1.200

1.127

0.890

87

od" is treated as

EPA Fuel Economy Label Choice ModelsPooled Understanding Questions
(Q8-Q13)

Independent Variables		Coefficient (z-statistic)	Odds Ratio
	Constant	Constant	-0.288 -1.030
Label 1 Dummy Variable	label1	-0.120 (2.91)**	0.887
Label 2 Dummy Variable	label2	0.231 (5.28)**	1.260
Miles Share of Miles (e.g., 1-100)	city_perc_drive	-0.001 (1.250)	0.999
Age 18-24	age1824	-0.161 (1.260)	0.851
Age 25-34	age2534	-0.069 -0.820	0.933
Age 35-44	age3544	-0.099 -1.180	0.906
Age 45-54	age4554	(0.062) -0.770	0.940
Age 55-64	age5564	0.037 -0.480	1.038
Less than High School	lessthanHS	(0.624) (2.06)*	0.536
High School	highschool	(0.253) (3.48)**	0.776
Some College	somecollege	-0.138 (2.78)**	0.871
College	college	-0.027 (0.590)	0.973
Household Income Less Than \$15k	hhinclt15k	-0.298 -1.700	0.742
Household Income \$15-\$25k	hhinc15_25k	-0.578 (3.45)**	0.561
Household Income \$25-\$50k	hhinc25_50k	-0.111 (1.360)	0.895
Household Income \$50-\$75k	hhinc50_75k	0.055 (0.860)	1.057
Household Income \$75-\$100k	hhinc75_100k	0.050 (0.910)	1.051
Household Income \$100-\$125k	hhinc100_125k	0.087 -1.550	1.091
Household Income \$125-\$150k	hhinc125_150k	0.112 -1.790	1.119

Household Size=1	hhsize1	(0.074) -0.320	0.929
Household Size=2	hhsize2	(0.183) -1.010	0.833
Household Size=3	hhsize3	(0.038) -0.220	0.963
Household Size=4	hhsize4	(0.048) -0.270	0.953
Household Size=5	hhsize5	-0.063 -0.350	0.939
Household Size=6	hhsize6	0.020 (0.100)	1.020
Household Vehicles=1	hhvehicles1	-0.265 -1.660	0.767
Household Vehicles=2	hhvehicles2	-0.284 (3.13)**	0.753
Household Vehicles=3	hhvehicles3	-0.269 (3.03)**	0.764
Household Vehicles=4	hhvehicles4	-0.240 (2.49)*	0.787
Licensed Drivers in Household=1	licdrivers1	0.706 (3.32)**	2.026
Licensed Drivers in Household=2	licdrivers2	0.529 (3.63)**	1.697
Licensed Drivers in Household=3	licdrivers3	0.523 (3.66)**	1.687
Licensed Drivers in Household=4	licdrivers4	0.340 (2.33)*	1.405
Male	gender	0.388 (10.42)**	1.474

Daily Miles Driven, Less than 20	milesLT20	(0.060) -0.500	0.942
Daily Miles Driven, 20-30	miles21_30	(0.107) -0.880	0.899
Daily Miles Driven, 31-40	miles31_40	-0.180 -1.460	0.835
Daily Miles Driven, 41-50	miles41_50	-0.113 (0.890)	0.893
Daily Miles Driven, 51-60	miles51_60	-0.103 -0.800	0.902
Daily Miles Driven, 61-70	miles61_70	-0.242 (1.690)	0.785
Daily Miles Driven, 71-80	miles71_80	-0.183 (1.220)	0.833
Daily Miles Driven, 81-90	miles81_90	-0.254 (1.470)	0.776
Daily Miles Driven, 91-100	miles91_100	-0.317 (1.98)*	0.728
Importance of Fuel Economy=2	fuelecon2	0.249 -1.370	1.283
Importance of Fuel Economy=3	fuelecon3	-0.038 -0.220	0.963
Importance of Fuel Economy=4	fuelecon4	0.082 -0.510	1.085
Importance of Fuel Economy=5	fuelecon5	0.186 -1.150	1.204
Importance of Fuel Economy=6	fuelecon6	0.182 -1.110	1.200
Importance of Fuel Economy=7	fuelecon7	0.051 -0.300	1.052

portance of Fuel Economy Label=2	labelimport2	0.124 -1.070	1.132
portance of Fuel Economy Label=3	labelimport3	0.068 (0.630)	1.070
portance of Fuel Economy Label=4	labelimport4	-0.022 -0.210	0.978
portance of Fuel Economy Label=5	labelimport5	-0.031 (0.300)	0.969
portance of Fuel Economy Label=6	labelimport6	0.022 (0.200)	1.022
portance of Fuel Economy Label=7	labelimport7	0.009 (0.080)	1.009
Vehicles considered=Sports Car	sportscar	-0.134 (2.41)*	0.875
Vehicles considered=Subcompact Car	subcompact	0.119 -1.570	1.126
Vehicles considered=Compact Car	compact	0.245 (4.95)**	1.278
Vehicles considered=Midsized Car	midsized	0.112 (2.97)**	1.119
Vehicles considered=Large Car	largecar	0.031 -0.520	1.031
Vehicles considered=Station Wagon	stationwag	0.118 -1.370	1.125
Vehicles considered=SUV	suv	0.059 -1.520	1.061
Vehicles considered=Crossover	crossover	0.153 (3.63)**	1.165
Vehicles considered=Pickup Truck	pickuptruck	0.059 (1.010)	1.061
Vehicles considered=Mini-Van	minivan	0.137 (2.12)*	1.147
Vehicles considered=Van	van	-0.340 (2.04)*	0.712
Vehicles considered=Other	other_veh	0.254 (2.23)*	1.289

early Adopter=2 (1 is first to adopt)	earlyadopter2	0.121 (1.460)	1.129
early Adopter=3 (1 is first to adopt)	earlyadopter3	0.300 (3.76)**	1.350
early Adopter=4 (1 is first to adopt)	earlyadopter4	0.195 (2.48)*	1.215
early Adopter=5 (1 is first to adopt)	earlyadopter5	0.182 (2.25)*	1.200
early Adopter=6 (1 is first to adopt)	earlyadopter6	0.120 -1.320	1.127
early Adopter=7 (1 is first to adopt)	earlyadopter7	(0.117) -1.000	0.890

Observations 14287

Absolute value of z statistics in parue of z statistics in parentheses

* significant at 5%; ** significant nt at 5%; ** significant at 1%

+ significant at 10%; ** significant at 5%; * significant at 1%

Notes:

For the Understanding Questions, Correct Answer=1, Incorrect Answer=0 and "Both are equally good"=0. I.e., "Both are equally good" is treated as incorrect answer.

Coefficients(x) are
 Interpreted as
 $\text{Log(Odds)} = \log(p/(1-p))$, where p is the
 probability. (relative to Default Case)
 You can solve for as
 $\text{Probability} = \text{Odds}/(1+\text{Odds})$
 $\text{Therefore, Odds} = \text{Exp}(x)$
 $s =$

	Q16
Constant	0.285 (0.060)
label1	0.181 (1.760)
label2	0.315 (2.90)**
city_perc_drive	-0.004 (1.800)
age1824	-0.608 (1.870)
age2534	-0.239 (1.150)
age3544	-0.092 (0.450)
age4554	0.222 (1.130)
age5564	0.047 (0.250)

Mathematical Conversions			
	0.285	1.329762028	0.570771612
	0.181	1.198415179	0.545126867
	0.315	1.370259311	0.578105233
	-0.004	0.996007989	0.499000001
	-0.608	0.544438658	0.35251556
	-0.239	0.787414882	0.4405328
	-0.092	0.91210515	0.545126867
	0.222	1.248571378	0.545126867
	0.047	1.048122009	0.545126867
	0.1947208	1.214971719	1.545126867

Thus, each exponentiated coefficient is either the ratio of two odds (dichotomous odds (continuous) for a unit increase in the corresponding RHS variable holding constant value(s).

For Continuous Variables, the Effect of a 1-unit Change of the Variable	For RHS Variables, the Effect of a 1-unit Change of the Variable
Dichotomous Variables, the Effect of a 1-unit Change of the Variable	RHS Variables, the Effect of a 1-unit Change of the Variable
Relative to the Default Case	on the DIFFERENCE in Log Odds

Interpretations

1.198415179

1.370259311

0.996

0.544438658

0.787414882

0.91210515

1.248571378

1.048122009

1.214972

ous), or the change in
ding other variables at

0

0